



Candidate pack for the post of

Marketing Manager

July 2026

Closing date: 5pm Wednesday 26 August 2026



About the role

We're looking for a Marketing Manager to grow awareness of and referrals to CSE's energy advice service.

Every year, thousands of people struggle with cold homes and unaffordable energy bills without knowing that free, expert advice is available. This role exists to change that.

It's a varied marketing role, spanning B2B and B2C, where you'll build relationships with the professionals and community organisations best placed to refer people to our services, while also developing campaigns that reach people directly. It's a role that calls for creativity, persuasion and genuine curiosity about what works and who it works for.

You'll be joining a Communications team that punches well above its weight, in a collaborative, fast-moving environment where your work will be visible and your ideas will matter.





About you

We're looking for someone who combines marketing know-how with real people skills. Someone who's as comfortable building relationships with community organisations as they are producing a consumer campaign. Someone who genuinely cares about the work they're doing and why.

Our ideal candidate will:

- Be experienced across both B2B and B2C marketing, confident and persuasive whether engaging professional referrers or reaching people who need help directly.
- Be a strategic thinker, able to develop a marketing approach from the ground up and make evidence-based decisions about where to focus effort.
- Be a skilled copywriter, able to produce clear, compelling content that resonates with very different audiences.
- Be creative and willing to try new approaches, with the judgment to know what will actually work.
- Be self-directed and flexible, able to manage a varied workload.
- Genuinely care about the mission, and about the idea that good marketing can make a real difference to people's lives.



About the team

You'll be part of the Development and External Affairs team.

You'll be joining CSE's Communications team, which sits within the wider Development and External Affairs directorate alongside our fundraising and policy colleagues.

The Communications team provides the full communications mix across the whole organisation - from strategic communications planning and delivery, brand governance to digital, web, print, design, internal communications and marketing.

We work across all six of CSE's work programmes, supporting colleagues to reach and engage the audiences that matter most to their work.

We're a small team of six with a wide remit, and we punch well above our weight. It's a creative, fast-moving environment where no two weeks look the same and where good ideas get acted on.





Other teams in CSE

Household Energy Services

The Household Energy Services team gives advice and support on home energy and retrofit to householders, runs a freephone advice line and manages schemes for funding and installing home energy improvements.

Research & Analysis

The Research & Analysis team conduct research and build analytical tools and models that support better energy policies and more effective action to cut carbon emissions and reduce fuel poverty.

Local and Community Empowerment

The Local and Community Empowerment team supports communities, local authorities and young people to take positive action on sustainability, energy and the climate emergency.

Finance and Operations

The Finance and Operations team provides the expertise, systems and support that enable CSE to deliver its mission, supporting around 150 staff across the organisation.



Key responsibilities

Planning and measurement

- Develop and maintain a practical marketing plan for CSE's advice services, covering both referrer engagement and direct public-facing activity.
- Work with project managers to set clear objectives and targets and track performance against them.
- Manage small marketing budgets, ensuring spend is justified and delivering measurable return.

Referrer engagement

- Research and map the professional referrer landscape, identifying the right intermediaries for each project area.
- Build and sustain an active referrer contact database and lead a proactive outreach programme.
- Develop compelling materials and messaging that help referrers understand and confidently promote CSE's advice services.



Key responsibilities (cont.)

Public-facing marketing

- Develop and deliver campaigns that encourage people to contact the energy advice service, across print, community channels and digital.
- Work with the Digital Communications Manager on project-specific digital marketing and content needs, contributing copy and messaging as required.
- Identify and develop relationships with local publications, newsletters and community platforms to extend reach.

Materials and copy

- Produce high-quality marketing assets independently in Canva and Adobe Creative Suite, in line with CSE's brand guidelines.
- Develop clear, engaging copy across a range of formats, from leaflets and referrer packs to campaign content and newsletter text.
- Maintain and actively manage a portfolio of marketing materials across HES services, ensuring consistency with CSE's brand guidelines while allowing for the distinct identity of individual projects.



Key details

Contract

This is a fixed term role of 12 months with a possibility of extension.

Role

Full-time (37.5 hours per week), with Tuesdays and Thursdays at our Bristol office, and the option to come in more if you want to. We work flexibly where roles allow, with core working hours typically between 10am and 4pm.

Salary

The salary for the role will be on band F, with a starting salary of £38,456. There will be a salary review after successful completion of a 3-month probationary period and annual salary reviews thereafter.

Reporting to

Natasha Collins-Daniel, Head of Communications

Closing date for applications

5pm on Wednesday 26 August 2026

Earliest possible start date

12 October 2026

Safeguarding

CSE is committed to safer recruitment practices. For roles involving contact with children, young people, or vulnerable adults, applicants will be asked to include a full employment history covering the last 5 years.

Please note this role requires a standard DBS check.

Pre-employment checks

Any offer of employment will be subject to satisfactory pre-employment checks relevant to the role.



About us

The Centre for Sustainable Energy (CSE) supports people and organisations across the UK to tackle the climate emergency and end the suffering caused by cold homes.

We undertake practical work to support households and communities to act on energy, alongside original research and analysis to inform local and national policy.

Our vision is a world where sustainability is second nature, carbon emissions have been reduced to safe levels, and fuel poverty has been replaced by energy justice.

We are one of the UK's leading sustainable energy charities, with a 45-year track record of award-winning impact, innovation and influence (as most recently detailed in our **2025–26 Impact Report**). You can read more about our priorities, methods and approach in our **organisational strategy for 2024–2028**.

Charity number 298740





Our six Work Programmes

Our work falls into six broad areas we call our Work Programmes. They are where we are best placed to drive change and maximise our impact.

Fuel poverty

Our practical energy advice improves the wellbeing, energy literacy, and affordable warmth of those experiencing cold homes.

Housing energy retrofit

We support the delivery of high-quality and people-centred retrofit services to address British homes that aren't fit for the future.

Local authority support and action for net zero

We help local authorities of all scales to plan and deliver their energy-related net zero goals.

Community action on energy

We design and manage community energy funds, support local groups to develop projects, and provide training, support and community engagement.

Future generations

Our youth-specific work inspires young people from all backgrounds to play a meaningful role in a more sustainable and fairer energy system.

Fairness in the energy system

We're working to bring about a future energy system that is both low carbon and demonstrably fair.



Our impact 2025-26



20,143

Households supported through our energy advice service.



31

Local authorities who used our services.

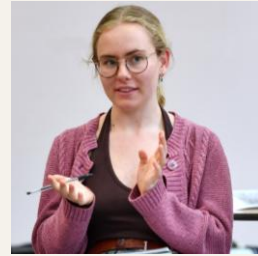
£2.3 million

Value of grants distributed to community organisations to run community-focused energy projects.



6,969

Energy efficiency measures installed as a result of our projects.



1,850

Young people reached through our high-quality education and youth leadership programmes.

£33.9 million

Total financial benefit secured for people through our energy advice service.

871

Community organisations supported to take action on climate change or tackling fuel poverty.



£1,685

Average financial benefit per household who called our advice line.



Our values



Commitment to our mission

We reflect our charitable purpose, vision and strategic objectives in our work, and we contribute to a culture where everyone feels welcomed, valued and able to belong.



Conscientiousness

We take responsibility for our work, deliver to the best of our ability, and work to improve while caring for CSE's resources and reputation.



Collaboration

We share knowledge and experience generously, value others' contributions, and communicate with openness and respect.



Initiative

We look for ways to improve outcomes, solve problems and try new approaches, while responding flexibly to change and supporting others to do the same.



Our culture

We're a team of around 150 people who care about what they do and who they do it with. People join CSE because they want their work to matter and at CSE, it does.

You'll see the difference your work makes, whether that's an advice call that helps someone stay warm, a research report that changes how policymakers think, or a project that supports a community to take climate action.

Our work is mostly project-driven and genuinely collaborative. You'll work across teams, connect with colleagues with different expertise, and bring your own expertise to problems that sometimes don't have easy answers. It's varied and often fast-moving. Some roles involve supporting people in difficult situations, so it can be demanding but teams work closely together and it's easy to ask for help.





Our culture (cont.)

We want our people to shape how things are done here.

Staff-led groups including *Employee Voice* and *Equity Diversity & Inclusion Working Group* give everyone the opportunity to have their voices heard, helping to shape initiatives and policies.

We also have a range of social activities including a book club, wellbeing activities and weekly lunchtime yoga sessions – small things that reflect how we look after each other.

We offer flexible and hybrid working where possible, alongside a TOIL system that recognises your time is valuable outside of work too. We're open about what's working and what isn't, and we act on what our staff tell us.

We invest in people's development, and we work hard to hold on to what we've built together. Many of our staff build long careers here.





What our people say

We regularly ask our staff for honest feedback, and here's what our most recent survey tells us:



91%
of staff are proud to work at CSE and would recommend it as a place to work.



91%
of staff feel supported by their team.



93%
of staff feel they have the opportunity to share their opinions.



94%
of staff say CSE offers good flexibility of working options.

We use staff feedback to shape how we work, what we prioritise, and where we need to improve.



Staff benefits

Holiday	25 days annual leave plus bank holidays.
Pension	Company pension scheme - 8% employer, 6% employee contributions.
Lifestyle	Flexible TOIL for additional hours worked, which can be taken when needed. Hybrid working and flexible hours, with core hours of 10am–4pm (role dependent). Access to our benefits platform (Glo), offering discounts, flexible payment options, and a range of optional benefits and services. Cycle to Work Scheme.
Wellbeing	Health cash plan (Medicash): offers compensation for a range of medical treatments, including dental check-ups and eye tests. Life Assurance. Enhanced sick pay. Weekly yoga classes. Employee Assistance Programme. Enhanced maternity and adoption pay. Staff socials.



Equity, diversity and inclusion

At CSE, we're committed to an inclusive, diverse and non-judgmental environment in our workplace. We actively encourage applications from individuals of all backgrounds, identities, disabilities and experiences. Our applicants will be treated fairly, with respect and without discrimination.

While we seek to appoint on merit and we judge all candidates against the same criteria, we understand that women, people from black, brown and other minority ethnic communities and people living with disabilities are less likely to apply to jobs unless they meet every single qualification.

So if you're excited about this role but your experience doesn't align perfectly with the job description, please get in touch – you may still be an excellent candidate for this role. For an informal conversation to chat more about the role, email jobs@cse.org.uk.

We are pleased to be signed up to these initiatives:





How to apply

Applications should be made on the application form, available at www.cse.org.uk/jobs-volunteering. CVs and supporting letters will not be considered as part of the application process.

Applications should be sent by email to jobs@cse.org.uk or by post to: Reception, Centre for Sustainable Energy, St James Court, St James Parade, Bristol BS1 3LH.

As part of our commitment to ensuring we treat every application fairly, all personal information on the front sheet of the form will be removed before the application is read by the selection panel.

The closing date for applications is 5pm Wednesday 26 August 2026.

We aim to hold interviews in person at our offices in Bristol on 14 and 15 September 2026.

We'd love to hear from you

If you'd like any further information or assistance with the application process, please email us and we'll be happy to help.

We're committed to making any reasonable adjustments to meet accessibility needs. If you require this information in a different form, please get in touch.

If you're excited about this role but you don't meet every requirement in the person specification, please do get in touch – you may be the perfect person for the role. We'd be happy to have an informal conversation to chat more about the role with you.

To contact us, please email jobs@cse.org.uk.



We look forward to hearing from you!

To stay updated with future opportunities,
[follow us on LinkedIn](#) or check our [current vacancies on our website](#).